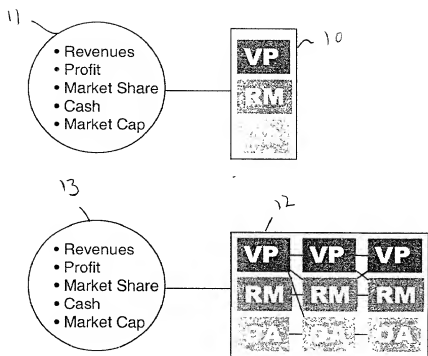
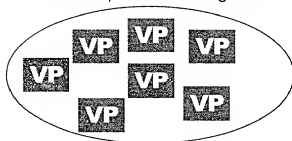


**FIGURE 1**

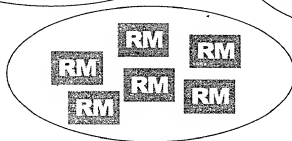


**FIGURE 2**

Value Proposition building blocks



Operational Approach building blocks



Revenue Mechanism  
building blocks

**FIGURE 3**

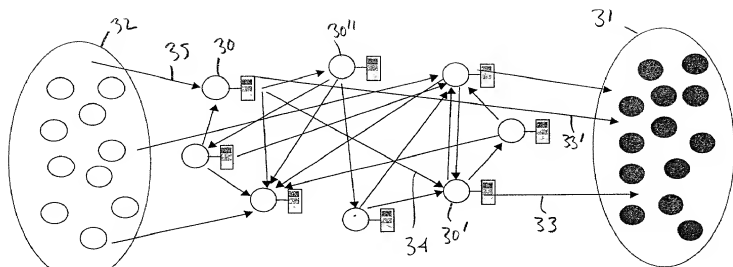
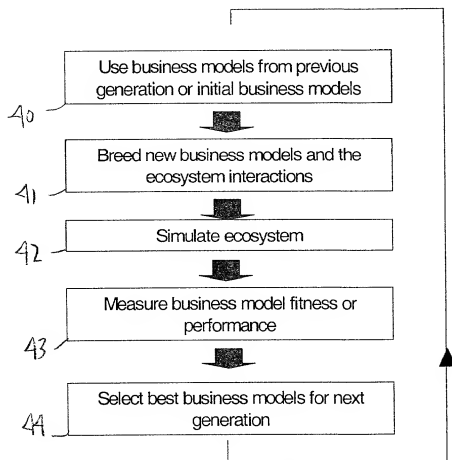
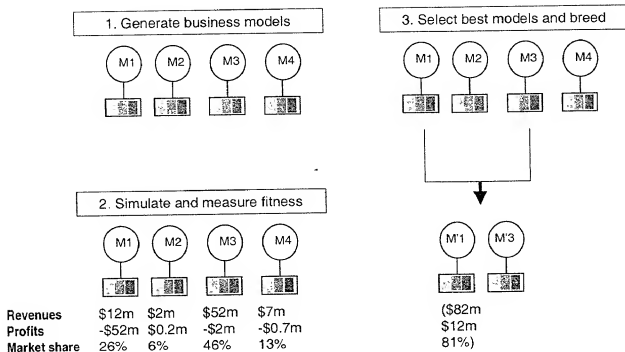


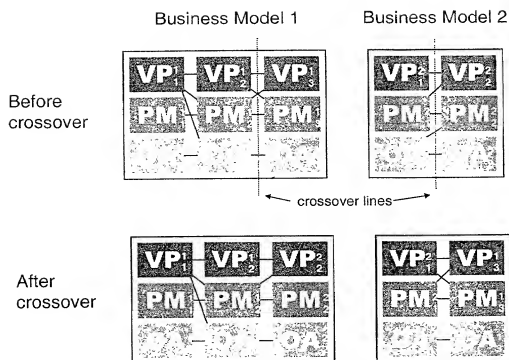
FIGURE 4



**FIGURE 5**



**FIGURE 6**



**FIGURE 7**

Unlimited upload	QoS	Limited upload	Connection speed	Unlimited mailbox
Unlimited download	Editorial content	Limited connection	Limited download	Mailbox X mo

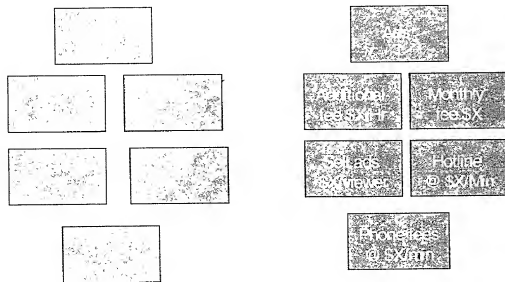


FIGURE 8



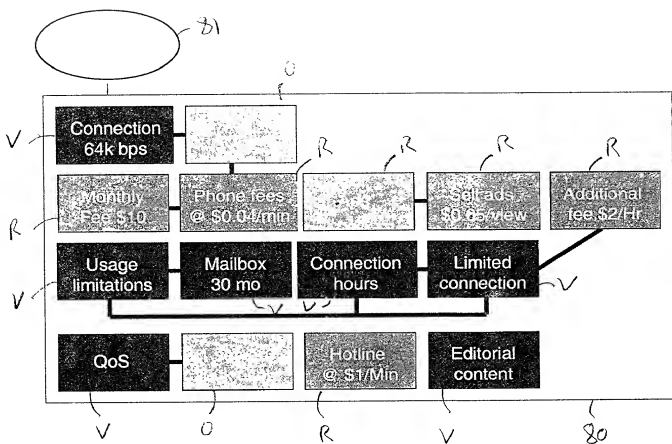


FIGURE 9

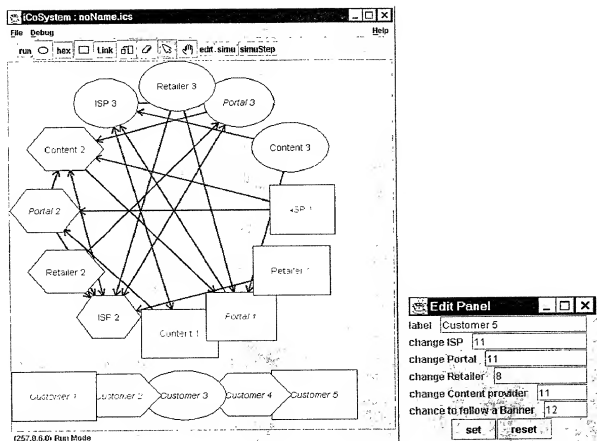


FIGURE 10

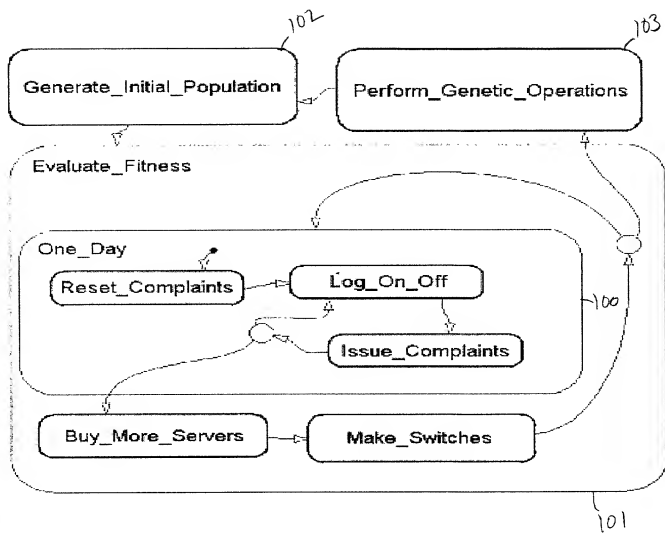
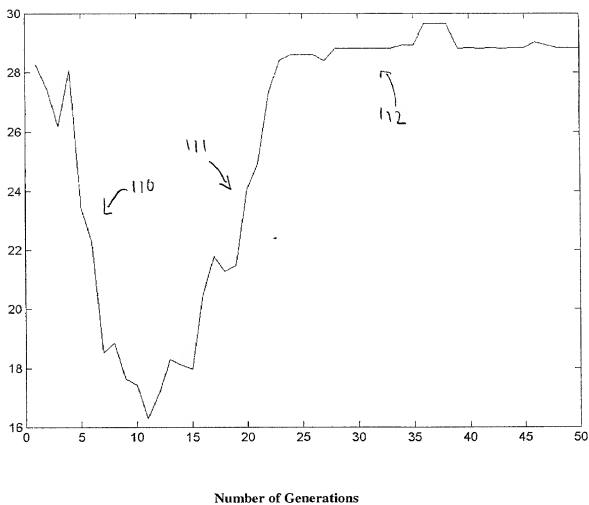


FIGURE 11

Average  
Monthly  
ISP Fee



Number of Generations

FIGURE 12A

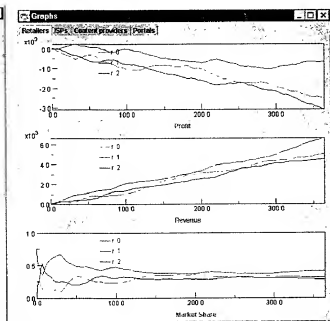
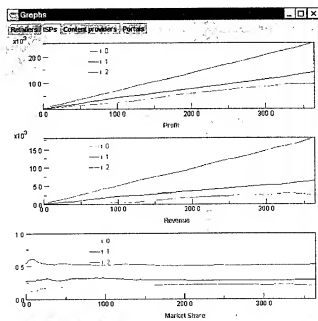
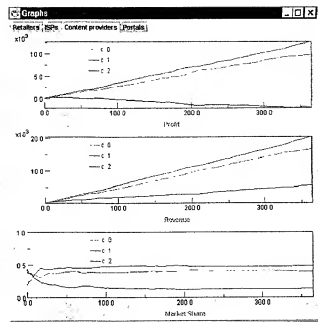
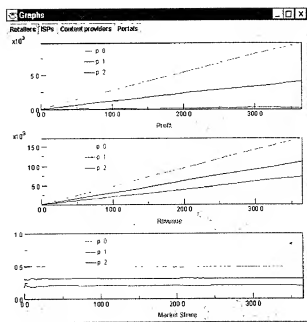
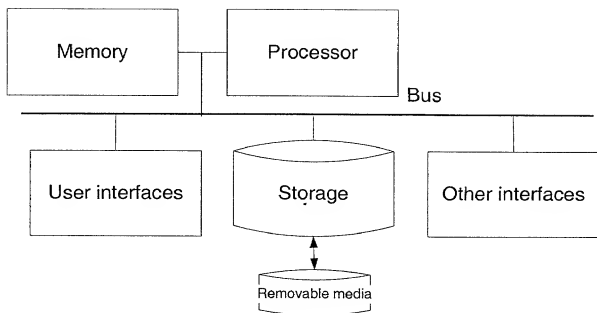
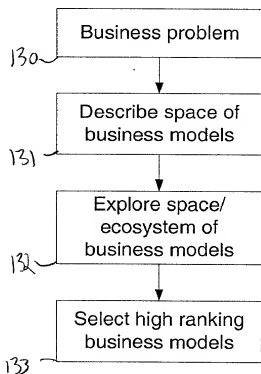


FIGURE 12B



**FIGURE 13**



**FIGURE 14**